

1. In a system including an advice consumer for gathering broadcast information from a communications medium, a communications system comprising:

an advice provider which broadcasts information over a communications medium to a third party to target information of interest to consumers;

wherein said advice consumer is resident on a client system and is advised of said information by a reader if said information meets certain predetermined relevance criteria;

a reader resident with said advice consumer that determines relevance of said broadcast information; and

wherein said advice provider offers highly targeted advice without compromising individual privacy.

15. A method for remotely and anonymously inspecting one or more communicating devices for information of interest to information consumers, said method comprising the steps of:

providing a third party consumer database inspector which is installed on a third party computer for determining if said information is relevant to any individuals in a consumer database;

said third party computer gathering advisories routinely from an advice provider which broadcasts information over a communications medium to one or more third parties to target information of interest to consumers;

wherein said advisories contain a relevance clause component that is written in a formal relevance language precisely specifying the conditions under which an advisory could be relevant;

using relevance evaluation to generate queries to said third party consumer database inspector;

said third party consumer database inspector querying said consumer database; and providing relevant messages from said third party to appropriate consumers to advise said consumers of relevant information.

20. In a system including an advice consumer for gathering broadcast information from a communications medium, a communications method comprising the steps of:

providing one or more advice providers which broadcast information over a communications medium to a third party to target information of interest to advice consumers;

advising said advice consumer of said information by a reader if said information meets certain predetermined relevance criteria;

wherein said advice consumer is resident on a client system;
providing a reader resident with said advice consumer that determines relevance of
B3 said broadcast information; and
said advice provider offering highly targeted advice without compromising individual
5 privacy.

34. A system for remotely and anonymously inspecting one or more communicating devices for information of interest to information consumers, said system comprising:

a third party consumer database inspector which is installed on a third party computer
10 for determining if said information is relevant to any individuals in a consumer database;

said third party computer including a module for gathering advisories routinely from
B4 an advice provider which broadcasts information over a communications medium to one or more third parties to target information of interest to consumers;

wherein said advisories contain a relevance clause component that is written in a
15 formal relevance language precisely specifying the conditions under which an advisory could be relevant;

a relevance evaluation module for generating queries to said third party consumer database inspector;

said third party consumer database inspector including a module for querying said
20 consumer database; and

means for providing relevant messages from said third party to appropriate consumers to advise said customers of relevant information.
